

## "New" Premium Cigarette Project Scope

### Objective:

To develop a "new" premium cigarette brand utilizing an existing trademark (Parliament) that can provide Philip Morris with a mainstream alternative choice for Marlboro smokers.

The business objective is 4.0 share points at a on-going (post-introductory) margin in line with existing premium brands. This would be a business in-line with Camel and larger than our other existing premium brand trademarks.

### Target Audience:

Young adult smokers -particularly those who switch from Marlboro to Camel, Winston & Newport and those who are Camel, Winston & Newport smokers but occasionally - but not always-smoke Marlboro.

The audience is NOT the alternative YAS narrow niche market that are the audience for Red Kamel, American Spirit & other "cutting edge" specialty audience brands.

### Product Definition:

The product must offer a distinctive reason for being. Consideration should be made of existing Parliament equities including unusual filter construction (recessed or otherwise) or charcoal or unique properties that would support "natural" claims. Consideration should also be made of unique packaging designs and/or tipping paper that would provide visual and/or functional distinctiveness such as Salem's new slide-o-matic box and green tipped cigarette.

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